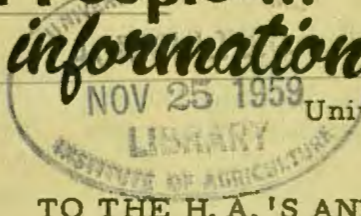


MN2000 RRP
11/20/59



- press
- publications
- radio
- television
- visual aids

Reaching Rural People ... with information tools



 * Please read, check and circulate *
 * County Agricultural Agent *
 * County Home Agent *
 * County 4-H Agent *
 * County Ass't. Agent *
 * Secretary for filing *

University of Minnesota
November 20, 1959

TO THE H. A.'S AND 4-H AGENTS --

More Women's Entries In Contest

It's encouraging to see that more women entered this year's Information Contest than was the case last year. Here are this year's figures: 10 entries in radio (only 4 last year); 29 in press (18 last year); 15 in visual aids; 39 in direct mail.

On the other hand, 10 years ago there were 33 entries in press, 15 in radio!

ACROSS THE EDITOR'S DESK --

Whew! You've done a swell job with your entries in the annual information contest. In fact, for the first time in the 12-year history of the event, the number of entries has passed the 320 mark. The largest class was direct mail with 133 entries, close behind was press with 93, followed by visual aids with 69, and radio with 25.

Everyone in our office is responsible for at least one class in the contest, for obtaining judges, and for writing a letter to each entrant with suggestions. Here's the lineup:

- Direct Mail--Maxine Larson and Noel Kaufman.
- Press--Phil Tichenor (men) and Jo Nelson (women)
- Radio--Jack Morris (men) and Jo Nelson (women)
- Visual Aids--Gerald McKay and Robert Anderson.

Your Publication Relations. . .

- It's the way you meet people.
- It's the way you answer the phone.
- It's your effort to remember names.
- It's your attitude toward your work.
- It's the way you talk about your organization, your staff, your county, your University.
- It's what you say about your colleagues.
- It's the way you answer your letters.
- It's your enthusiasm for your work.
- It's YOU!

--Harold B. Swanson

Ideas from Sherburne's 4-H Letter

"Helps on 4-H Program Planning" in the Sept. 15 issue of Sherburne County's newsletter, 4-H Coverall, has a useful calendar. For each month there's a list of suggested topics and activities for program planners.

That same issue of Coverall has a Looking Ahead and Back section to evaluate 4-H events in the county. Two mighty helpful sections!

4-H News Looking for Stories

Elwood Shaffer, editor of the National 4-H News, can use any type of local leader success story or story about an unusual idea put to use by local adult or junior leaders. The question to ask of any item is: What will this do to help improve the adult and junior leaders' job in working with their club? Do you have such a story that ought to be written?

See You at Conference!

We'll have an Information Service table set up Tuesday a.m. at the Extension conference. We're looking forward to having you stop by to discuss any problems we can help you with. Be seeing you!

--Jo Nelson



OFF THE PRESS --

Don't underestimate your editor's need for newspaper mats. Editors do like them. In fact some editors we've seen recently said their agents haven't been sending

extension mats to them. They had seen certain mats in papers in neighboring counties, but hadn't received the mats themselves.

There's one way to learn your editor's attitude toward mats. Ask him--when you have a mat or two along. You'll probably find that he puts a high value on this pictorial material.

Another note from the how-to-make-your editor-admire-you department: When a series of articles comes from the state office, weave in the local angle. Dale Smith in Carver county did that with the fall outlook material. Gave the stories more meaning: each one told of the importance of the dairy, hog or beef outlook in Carver county. The series was printed in the Chaska Herald.

Speaking about localizing: Remember the story we sent out a while ago on "Steps to higher dairy profits"? Vernon Hoysler in McLeod county started that story off with a lead about the importance of dairying in the local community. Even brought in a local DHIA point farther down the page--just where it fit nicely.

Matt Metz did the same sort of thing with that story. It was in his personal column in the Wabasha County Herald. He had a paragraph on Dairy Day, 1960, and it led into the subject matter item well.

The new feature article division in the information contest is getting a lot of entries. Trouble is, though, that many of the articles should have been entered as coverage of events. A story on who won the awards at the recent 4-H achievement day is coverage, not feature.

See you at annual conference.

--Phil Tichenor



ACROSS THE MIKE-

Spots--taped or written--may be a good way to boost your radio coverage. Ten seconds isn't very long, but it's a good length for a radio spot. Or they might

run 20 or 30 seconds.

More and more radio stations-- and advertisers -- are using spots. If they do a good job for advertisers, why can't they do a good job for county extension work?

Will spots work for you? Call on the people at your local station. See if they're interested in getting spots from you. Here are two 10-second samples:

"This is your county agent, _____ . Want some tips on managing your farm income tax -- ideas that'll keep you from paying more than you should? We've got that kind of information at the county extension office. Drop in soon."

"This is your county agent, _____ , reminding you that _____ will discuss ways of boosting egg profits at the "Profit with Poultry" meeting, 8 p.m., Dec. 16, in the _____ town hall."

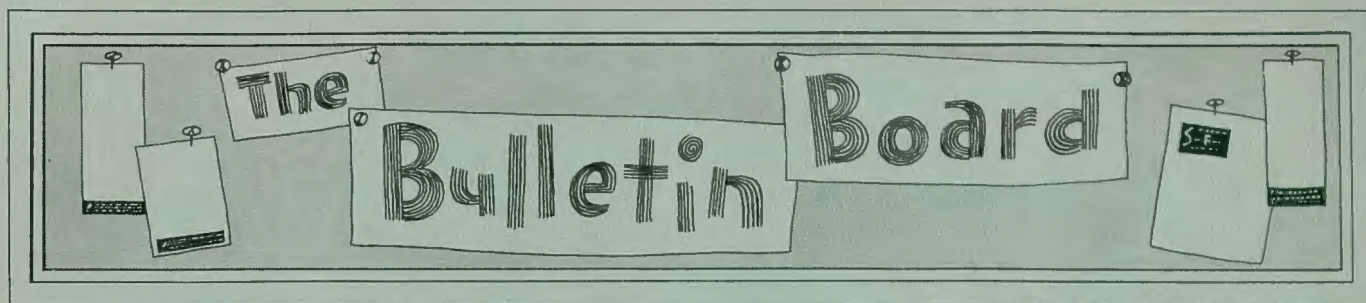
You could put several of these spots on one tape, with about 10 seconds of silence in between each. You should also include a cue sheet with the tape to help keep things straight. And remind the station that they can use these as often as they wish -- and at any time of the day. Spots can also be furnished to your station as copy to be read by an announcer. You'd change the approach a little, of course.

You home and 4-H agents might use this spot idea, too. Slant your material to the housewife and maybe the spots will be used during morning or afternoon music programs.

In summary, radio spots are a good way to get repetition of an important message. And they'll help you build an image of helpfulness for the county extension work.

If you still have questions about this idea, drop me a line.

--Jack Morris



November, 1959

NEW PUBLICATIONS

ARE YOU HAVING PAINT TROUBLE?--Agricultural Engineering Fact Sheet No. 9. D. W. Bates. Contains some helpful information on problems with paint on farm and home buildings. Now available.

PAVING BARNYARDS WITH BLACKTOP--Agricultural Engineering Fact Sheet No. 10. D. W. Bates. The "why's" and "how's" of a well constructed blacktop job. Now available.

BOXELDER BUGS--Entomology Fact Sheet No. 10. L. K. Cutkomp. A timely publication on the well-known household pest. Now available.

GROWING PEONIES--Horticulture Fact Sheet No. 2. C. Gustav Hard. Contains everything you'll need to know concerning the culture of peonies. Now available.

PRAIRIE FIRE--A NEW ROSE--Miscellaneous Report 36. Robert A. Phillips. A 1960 introduction. Expect a mid-December delivery.

USDA PUBLICATIONS INVENTORY

Add these titles to your office copy of the Annual Inventory List of USDA Popular Publications. Contact the state office if you're interested in any of these for county use, since requests for orders will have to be considered within existing budget limitations.

F920 MILK GOATS (Reprint)

F1470 CARE AND MANAGEMENT OF DAIRY COWS (Slight revision, June 1959)

L222 THE HOME FRUIT GARDEN IN THE NORTHERN GREAT PLAINS,
NORTHERN MOUNTAIN, AND INTERMOUNTAIN STATES (Slight
revision, August 1959)

--Maxine A. Larson
Noel Kaufman